WABE 90.1 WABE is where ATL meets NPR
WABE IS ATLANTA’S HUB FOR CULTURE, NEWS AND CONVERSATION

We exist to create a more informed and connected Atlanta by bringing people together to share perspectives—breaking down barriers and building bridges across the people and neighborhoods of the city we call home.
WABE creates and broadcasts original, award-winning, local programs and sources renowned programming from NPR, Public Radio International, American Public Media, and more.
REACHING OVER 800,000 ATLANTANS ANNUALLY

WABE listeners are the most educated and affluent audiences in radio. They place a high value on creativity, curiosity, and social consciousness, and they have a strong attachment to nature and the environment.
EDUCATED
• 78% more likely to have a college degree
• 152% more likely to have a postgraduate degree

AFFLUENT
• 114% more likely to earn more than $250K yearly
• 131% more likely to own a home valued over $1M

ENGAGED
• 210% more likely to read Wall Street Journal and New York Times

GENEROUS
• 127% more likely to contribute money to an arts/cultural organization
• 69% more likely to contribute money to social-care/welfare organizations

LEADERS
• 57% more likely to be in management
• 78% more likely to donate to a political organization

Source: Atlanta; Scarborough R2 Aug16–July17 & R2 Aug17–July18; Metro P18+
LOYAL LISTENERS, LOYAL DONORS

It’s not just “Radio”; it’s NPR

Our listeners are loyal. Approximately **250,000 weekly listeners** prefer WABE over any other station.

Listener loyalty also translates into financial support. Last year, over 40,000 active donors made individual gifts that account for 56% of WABE’s annual operating budget.

Source: Atlanta, Nielsen Radio Oct17-Sept18 Metro P6+
THE HALO EFFECT

79% of listeners have taken a direct action as a result of something they heard on NPR.

70% of listeners have a more positive opinion of sponsors that support NPR.

65% of listeners prefer to support companies that support NPR.

50% of listeners feel public radio sponsors to be more credible than those they hear on other radio stations.

CLUTTER-FREE ENVIRONMENT KEEPS AUDIENCES ENGAGED

Concise sponsor messages have an objective style that the public media audience expects and appreciates, and in an uncluttered environment, they stand out.

WABE airs an average of 2 1/2 minutes per hour of sponsor messaging versus up to 18 minutes per hour of advertising and promotion on most commercial news and sports radio.

WABE’s spoken word format means that underwriting announcements are foreground listening, not perceived as interruptions in programming content.
WHEN ATLANTANS WANT TO BE INFORMED, INSPIRED AND ENTERTAINED, THEY TURN TO WABE TO REFLECT THE FABRIC OF OUR CITY WHILE BRINGING THE WORLD CLOSER TO HOME

**MORNINGS**
Atlantans wake to trusted news from NPR’s *Morning Edition*, and continue their mornings with 1A and *City Lights with Lois Reitzes*.

**AFTERNOONS**
Listeners tune in for in-depth coverage and storytelling with *Here & Now, Closer Look with Rose Scott, Fresh Air*, and *All Things Considered*.

**WEEKENDS**
The city sits back and listens to public media classics like *Wait, Wait... Don’t Tell Me!, Weekend Edition, and This American Life.*
MORNING EDITION
Mon–Fri, 6a–10a

Morning Edition takes listeners around the Atlanta metro area, the country, and the world with multi-faceted stories and commentaries that inform, challenge and occasionally amuse.

Lisa Rayam, Host
ALL THINGS CONSIDERED
Mon–Fri, 4p–6:30p

A trademark mix of news, interviews, commentaries, reviews, and insightful features from across the country and around the world.

Jim Burress, Host
1A
Mon–Fri, 10a–11a

1A takes on urgent issues and diverse ideas with respectful dialogue. It is a show for a changing America that takes the time to help America look at itself and to ask what it wants to be.

Joshua Johnson, Host
City Lights with Lois Reitzes explores the ways in which people express themselves creatively and enhance our lives. The show covers a wide range of music, theatre, dance, pop culture, visual arts, and more.

Lois Reitzes, Host
CLOSER LOOK WITH ROSE SCOTT
Mon–Fri, 12p–1p & 9p–10p

Closer Look with Rose Scott leads discussions on the issues that impact where we live. The show takes listeners inside metro Atlanta neighborhoods, engages with the biggest newsmakers, and gives a voice to folks who don’t often have one.

Rose Scott, Host
Fresh Air is a Peabody Award-winning weekday magazine of contemporary arts and issues. It’s one of the most popular public radio shows with over 5 million listeners weekly.

Terry Gross, Host
MARKETPLACE
Mon–Fri, 6:30p–7p
Hourly in Morning Edition

Marketplace is the most listened-to financial program in America. It focuses on the latest business news both nationally and internationally, the global economy, and wider events linked to the financial markets. In addition to the full-length program, the Marketplace Morning Report airs during every hour of Morning Edition.

Kai Ryssdal, Host
Live From Here is an American variety radio show known for its musical guests, especially folk and traditional musicians, tongue-in-cheek radio drama, and relaxed humor. The show has a long history, existing in a similar form as far back as 1974, and borrowing the name from a radio program in existence in 1969.

Chris Thile, Host
WAIT WAIT... DON'T TELL ME!
Sat 10–11p & 4p–5p

Wait Wait... Don’t Tell Me! is NPR’s weekly hour-long quiz program. Each week audiences test their knowledge against some of the best and brightest in the news and entertainment world while figuring out what’s real news and what’s made up.

Peter Sagal, Host
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<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
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<th>Saturday</th>
<th>Sunday</th>
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<tbody>
<tr>
<td>5:00 AM</td>
<td>BBC World Service</td>
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<td>Classical 24</td>
<td>Sunday Baroque</td>
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<td>6:00 AM</td>
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<td>Morning Edition</td>
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<td>Living On Earth</td>
<td>Latino USA</td>
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<td>7:00 AM</td>
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<td>Weekend Edition</td>
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<td>Weekend Edition</td>
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<td>9:00 AM</td>
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<td>1A</td>
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<td>10:00 AM</td>
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<td>1A</td>
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<td>Wait Wait ... Don't Tell Me!</td>
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<td>11:00 AM</td>
<td>City Lights with Lois Reitzes</td>
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<td>Ask Me Another</td>
<td>On Being</td>
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<td>12:00 PM</td>
<td>Here &amp; Now</td>
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<td></td>
<td>Bullseye</td>
<td>This American Life</td>
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<td>1:00 PM</td>
<td>Closer Look with Rose Scott</td>
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<td>TED Radio Hour</td>
<td>It's Been a Minute</td>
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<td>2:00 PM</td>
<td>Fresh Air</td>
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<td>Hidden Brain</td>
<td>Reveal</td>
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<td>3:00 PM</td>
<td>Here &amp; Now</td>
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<td>Snap Judgment</td>
<td>RadioLab</td>
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<td>4:00 PM</td>
<td>All Things Considered</td>
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<td>1A</td>
<td>The Pulse</td>
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<td>5:00 PM</td>
<td>All Things Considered</td>
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<td>Saturday ATC</td>
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<tr>
<td>6:00 PM</td>
<td>All Things Considered</td>
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<td>Live From Here</td>
<td>Live From Here</td>
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<td>Marketplace</td>
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<td>7:00 PM</td>
<td>Fresh Air</td>
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<td>8:00 PM</td>
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<tr>
<td>9:00 PM</td>
<td>Closer Look with Rose Scott</td>
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<td>10:00 PM</td>
<td>1A</td>
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<td>Jazz Classics with H. Johnson</td>
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<tr>
<td>11:00 PM</td>
<td>Atlanta Music Scene</td>
<td>New York Philharmonic</td>
<td>Atlanta Symphony Orchestra</td>
<td>Chicago Symphony</td>
<td>Blues Classics with H. Johnson</td>
<td>BBC News</td>
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<td>12:00 AM</td>
<td>Harmonia</td>
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<td>1:00 AM</td>
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**ENGAGE ATLANTANS THROUGH MULTIPLE PLATFORMS**

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<thead>
<tr>
<th>Platform</th>
<th>Engagement Details</th>
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<tbody>
<tr>
<td><strong>Broadcast</strong></td>
<td>800,000+ highly engaged listeners annually</td>
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<tr>
<td><strong>Digital</strong></td>
<td>300,000 page views per month, 150,000 unique visitors per month</td>
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<tr>
<td><strong>24/7 Audio Streaming</strong></td>
<td>12 million sessions per year</td>
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<tr>
<td><strong>Podcast &amp; On-Demand</strong></td>
<td>Over 1 million downloads per year</td>
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<tr>
<td><strong>Weekly Newsletters</strong></td>
<td>Over 45,000 opt-in subscribers each week</td>
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<tr>
<td><strong>Community Events</strong></td>
<td>From intimate settings to large gatherings, WABE events launch thought-provoking discussion</td>
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WABE PODCASTS: PASSIONATE STORYTELLERS, AWARD-WINNING TALENT, ENGAGED AUDIENCES

Buried Truths
Pulitzer Prize-winning author, journalist, and Emory University professor Hank Klibanoff explores the mysteries and injustices of history through civil rights cases that few have seen.
WABE PODCASTS: PASSIONATE STORYTELLERS, AWARD-WINNING TALENT, ENGAGED AUDIENCES

Political Breakfast
Veteran Atlanta and Hall of Fame political reporter Denis O’Hayer hosts a conversation between strategists on the right and the left, delving into topics others avoid.
WABE PODCASTS: PASSIONATE STORYTELLERS, AWARD-WINNING TALENT, ENGAGED AUDIENCES

New: Vice Versa
Writer and researcher Dr. Regina N. Bradley and music journalist Christina Lee host a passionate conversation about race and the contemporary South through a hip-hop lens.
WABE TAKES CONNECTING ATLANTA BEYOND AIR-TIME WITH LOCAL COMMUNITY EVENTS, FORUMS, AND SPEAKING ENGAGEMENTS

Political Breakfast Live!
Denis O’Hayer brought his dynamic conversations with Republican strategist Brian Robinson and Democratic strategist Tharon Johnson to a live audience.

State Government Matters Too: A Crash Course On The Georgia Legislature
WABE’s political reporters hosted an interactive evening looking at the ins and outs of state government’s powers and limitations.

Ask a Scientist
WABE Science reporter Molly Samuel in partnership with the Atlanta Science Festival, featured metro-Atlanta scientists explaining their work and giving the public a chance to ask questions.
WABE’S AUDIENCE EXTENDS FROM ATHENS TO ATLANTA AND ROME TO GRIFFIN
WABE will work with you to create an underwriting announcement that meets your needs and adheres to designated FCC guidelines for public radio.

Because of the unique relationship that WABE has with its listeners, we reserve the right to accept or reject any copy language.

Underwriting announcements are strictly for the identification of the sponsor, their products and services, and cannot specifically promote these products and services.
COPY GUIDELINES: DO’s

All underwriting announcements include the following lead-in language “Support for WABE comes from … ”

DO:

• Establish your organization’s name and location
• Describe your main products and services
• Include a telephone number or website
• Mention well-established, recognizable corporate slogan
• Make value-neutral statements about your product or service
• Mention how long you have been in business, if you wish
• State that your company or business supports WABE, PBA30 or one of their programs

*All underwriting messages are reviewed on a case-by-case basis by WABE.
COPY GUIDELINES: DON’Ts

All underwriting announcements include the following lead-in language “Support for WABE comes from ... ”

DON’T:
• Use comparative, qualitative or suggestive language
• Address the usefulness, convenience or advantages of the product or service
• Mention prices, interest rates, or indications of savings associated with product
• Include any use of the first or second person
• Employ inducements to buy, sell, rent, lease, borrow or loan
• Issue any calls to action
• Advocate any matter of public interest
• Use jingles or any language in music
• Mention awards, certifications or designations to your copy to describe someone or something.

*All underwriting messages are reviewed on a case-by-case basis by WABE.
BUSINESS SERVICES
Support for WABE comes from Leapfrog, offering managed IT services and solutions designed to help businesses leverage technology to achieve their business goals. More information is available at LeapfrogServices.com. Leapfrog, extraordinary IT services.

MEDICAL
Local support for Marketplace comes from Georgia Cancer Specialists, affiliated with Northside Hospital Cancer Institute, treating patients at 26 locations. Information on Georgia Cancer Specialists found at GAcancer.com. The cancer answer.

AUTOMOTIVE
Support for WABE comes from Audi Atlanta, a Jim Ellis dealership, featuring the Audi Q5, the luxury SUV appointed with quattro® all wheel drive, Audi connect®, and rich infotainment systems. Audi Q5 test drives available. AudiAtlanta.com.

BANKING
Support for WABE comes from SunTrust Private Wealth Management, whose teams of local advisors can help you navigate the life you’ve built. Providing wealth management guidance to instill confidence for whatever life brings. Suntrust.com/reserve. Confidence starts here.
HOME IMPROVEMENT
Local support for *Marketplace* comes from Shumate. Now providing customers with heating, air conditioning, plumbing, and electrical services throughout Atlanta. 24-hour service 365 days a year. When your family can’t wait, it’s time to call Shumate.

ENTERTAINMENT
Support for WABE comes from the Fox Theatre presenting Jason Isbell and special guest, Josh Ritter, September twenty-fourth at the Fox Theatre. Tickets on sale at FoxTheatre.org and the Fox Theatre ticket office.

SECONDARY SCHOOL
Support for WABE comes from the Galloway School, where students ages three through grade twelve are inspired to be fearless learners, to embrace challenges, and to discover more about themselves and the world around them. Info on tours and more at GallowaySchool.org.

BUSINESS SCHOOL
Support for WABE comes from the Atlanta Executive MBA connection. You can join three of Georgia’s top business schools on April eleventh to learn how an executive MBA can help you take the next step in your career. Registration is at AtlantaMBA.com.
We look forward to working with you

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(678) 686-0321